

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-11. (canceled).

12. (currently amended) A method, comprising:

receiving a search query;

performing a search based on the search query to identify search results from a plurality of search result countries;

~~dynamically determining at least one preferred identifying a particular country applicable to for the search results based on interface characteristics and Internet protocol (IP) characteristics, of the search query or the search results~~

~~where the interface characteristics include information from the search query and information from a user interface via which the search query is received, and~~

~~where the IP characteristics include information associated with a location from which the search query was sent;~~

~~ordering the search results to create an ordered list of search results;~~

~~determining whether the search results in the ordered list of search results are from the particular country;~~

~~adjusting the order of at least one of the search results among other ones of the search results to create an adjusted list of search results when based on whether the at least one of the~~

search results is from the ~~at least one preferred particular~~ country; and  
presenting the adjusted list of search results ~~in the adjusted order.~~

13-17. (canceled).

18. (currently amended) A method according to Claim [[17]] 12, further comprising  
where adjusting the ordering of the one of the search results includes at least one of:  
demoting each search result from a country other than the ~~at least one preferred particular~~ country and promoting each search result from the ~~at least one preferred particular~~ country by at least one position within the ordered list of search results; or  
promoting each search result from a country other than the ~~at least one preferred particular~~ country and demoting each search result from the ~~at least one preferred particular~~ country by at least one position within the ordered list of search results.

19. (currently amended) A method according to Claim 12, further comprising:  
assigning a numerical score to the search results; and  
adjusting the numerical score of at least some of the search results from the ~~at least one preferred particular~~ country.

20. (currently amended) A method according to Claim 19, further comprising at least one of:  
increasing the numerical score assigned to the search results from the ~~at least one~~

preferred particular country and maintaining the numerical score assigned to the search results from a country other than the ~~at least one preferred particular~~ country; or  
decreasing the numerical score assigned to the search results from the ~~at least one preferred particular~~ country and maintaining the numerical score assigned to the search results from a country other than the ~~at least one preferred particular~~ country.

21. (currently amended) A method according to Claim [[19]] 12, further comprising:  
~~determining at least one less preferred identifying a second country that is different than the particular country;~~  
~~determining whether the search results in the ordered list of search results are from the second country; and~~  
~~adjusting the ordering of a particular one of the search results among other ones of the search results when the particular one of the search results is from the second country the numerical score, comprising at least one of:~~  
~~increasing the numerical score assigned to the search results from the at least one less preferred country and maintaining the numerical score assigned to the search results from a country other than the at least one preferred country; or~~  
~~decreasing the numerical score assigned to the search results from the at least one less preferred country and maintaining the numerical score assigned to the search results from a country other than the at least one preferred country.~~

22. (currently amended) A method according to Claim 19, ~~further comprising where~~

adjusting the order of the one of the search results includes:

sorting the at least some of the search results [[with]] based on adjusted numerical scores.

23-24. (canceled).

25. (currently amended) A system implemented within a computing device, comprising:

a memory to store instructions for implementing:

a parser receiving a search query;

an indexer:

executing a search ~~by evaluating the search query against information from a plurality of countries that is maintained in a searchable data repository based on the search query,~~ and

identifying search results from a plurality of countries based on the search; and

a country promoter:

~~dynamically determining at least one preferred identifying a particular country applicable to the search results based on interface characteristics and Internet protocol (IP) characteristics of the search query,~~

where the interface characteristics include information from the search query and information from a user interface via which the search query is received, and

where the IP characteristics include information associated with a location from which the search query was sent, ordering the search results to create an ordered list of search results, and adjusting the ordering of at least one of the search results among other ones of the search results to create an adjusted list of search results based on whether the at least one of the search results is from the ~~at least one preferred particular country; and~~  
~~a processor to execute the instructions in the memory~~  
~~a user interface characterizer determining a country received by a user interface; and~~  
~~a country selector selecting the country as the at least one preferred country when the country promoter is unable to determine the at least one preferred country based on characteristics of the search query.~~

26-28. (canceled).

29. (currently amended) A system according to Claim 25, where the memory further comprising stores instructions for implementing:  
a search result orderer ordering the search results based on a match of a country of the search results to the ~~at least one preferred particular country~~.

30. (currently amended) A system according to Claim 29, where:

the search result orderer demotes the search results from a country other than the ~~at least~~

~~one preferred particular~~ country by a predefined shifting factor.

31. (previously presented) A system according to Claim 30, wherein the predefined shifting factor substantially equals two (2.0).

32. (currently amended) A system according to Claim 29, where:  
the search result orderer promotes the search results from a country other than the ~~at least~~  
~~one preferred particular~~ country by a predefined shifting factor.

33. (currently amended) A system according to Claim 25, where the memory further  
comprising stores instructions for implementing:  
a scorer ordering each of the search results by a degree of match to the information in the searchable data repository.

34. (canceled).

35. (currently amended) A system according to Claim [[34]] 25, where the memory  
further comprising stores instructions for implementing at least one of:  
a Uniform Resource Locator (URL) analyzer determining a URL extension ~~for the at~~  
~~least one based on characteristics~~ of the search results;  
a domain registrar examiner:  
examining a domain registrar address ~~for the at least one based on characteristics~~

of the search results, and

inferring the particular country from a business associated ~~therewith~~ with the  
domain registrar address;

a country inferrer inferring the particular country from at least one of [[an]] Internet Protocol (IP) addresses of: [[a]] Web servers from which the ~~at least one of the~~ search results [[was]] were obtained, [[a]] search result documents for the ~~at least one of the~~ search results, or other Web pages on [[a]] same Web sites as the ~~at least one of the~~ search results; [[and]] or a hyperlink analyzer examining anchor text of hyperlinks to the search result documents, text near the hyperlinks, or countries of [[the]] Web pages with hyperlinks to the search result documents.

36. (currently amended) A system according to Claim 25, ~~wherein~~ where the search results are assigned a numerical score, the ~~system memory~~ further ~~comprising~~ storing instructions for implementing:

a search result orderer increasing the numerical score assigned to at least some of the search results from the ~~at least one preferred~~ particular country.

37. (previously presented) A system according to Claim 36, wherein the numerical score is adjusted in accordance with the formula:

$$s_i = \frac{s_i + 1}{2}$$

where  $s_i$  comprises the numerical score for each search result  $i$ .

38. (currently amended) A system according to Claim 25, ~~wherein~~ where the search results are assigned a numerical score, the ~~system memory~~ further ~~comprising~~ storing instructions for implementing:

a search result orderer decreasing the numerical score assigned to at least some of the search results from the ~~at least one preferred particular~~ country.

39. (currently amended) A system according to Claim 25, where the memory further ~~comprising~~ stores instructions for implementing:

a presenter presenting the search results in the adjusted ~~order~~ list.

40. (currently amended) A system according to Claim 39, where:  
the presenter at least one of: controls enablement of presentation of at least some of the search results ~~for each of~~ from the ~~at least one preferred particular~~ country, groups together at least some of the search results ~~for each of~~ from the ~~at least one preferred particular~~ country, or arranges at least some of the search results ~~for each of~~ from the ~~at least one preferred particular~~ country next to at least some of the search results [[for]] from at least one country other than the ~~at least one preferred particular~~ country prior to ~~presentation to the user~~ presenting the search results.

41. (canceled).

42. (currently amended) A method, comprising:

receiving a search query;

executing a search by evaluating the search query against information from a plurality of search result countries that is maintained in a searchable data repository;

determining ~~at least one preferred a particular~~ country applicable to search results generated responsive to the executed search based on interface characteristics and Internet protocol (IP) characteristics, of the search results

where the interface characteristics include information from the search query and information from a user interface via which the search query is received, and

where the IP characteristics include information associated with a location from which the search query was sent;

determining whether each of the search results are from the particular [[a]] country received by a user interface; and

selecting the country as the at least one preferred country when the at least one preferred country cannot be determined based characteristics of the search results; and

ordering at least some one of the search results based on the at least one preferred country, where the order of one of the search results among other ones of the search results [[is]] based on whether the one of the search results is from the at least one preferred particular country.

43. (canceled).

44. (canceled).

45. (currently amended) A method according to Claim 42, further comprising:  
ordering the search results based on a match of a country of the search results to the ~~at~~  
~~least one preferred particular country.~~

46. (currently amended) A method according to Claim 42, further comprising:  
ordering the search results by degree of match of a country of the search results to the ~~at~~  
~~least one preferred particular country.~~

47. (currently amended) A method according to Claim 46, further comprising:  
demoting the search results from a country other than the ~~at least one preferred particular~~  
country by a predefined shifting factor.

48. (previously presented) A method according to Claim 47, wherein the predefined  
shifting factor substantially equals two (2.0).

49. (currently amended) A method according to Claim 46, further comprising:  
promoting the search results from a country other than the ~~at least one preferred~~  
~~particular country by a predefined shifting factor.~~

50. (currently amended) A method according to Claim 42, further comprising:  
ordering each of the search results by a degree of match ~~to the information in the~~

~~searchable data repository of terms of the search query to contents of the search results.~~

51-52. (canceled).

53. (currently amended) A method according to Claim 42, ~~wherein~~ where the search results are assigned a numerical score, the method further comprising:

increasing the numerical score assigned to at least some of the search results from the ~~at least one preferred particular country.~~

54. (previously presented) A method according to Claim 53, wherein the numerical score is adjusted in accordance with the formula:

$$s_i = \frac{s_i + 1}{2}$$

where  $s_i$  comprises the numerical score for each search result  $i$ .

55. (currently amended) A method according to Claim 42, ~~wherein~~ where the search results are assigned a numerical score, the method further comprising:

decreasing the numerical score assigned to at least some of the search results from the ~~at least one preferred particular country.~~

56. (original) A method according to Claim 42, further comprising:  
presenting the search results.

57. (currently amended) A method according to Claim 56, further comprising:  
performing at least one of controlling enablement of presentation of at least some of the  
search results ~~for each of the at least one preferred from the particular~~ country, grouping together  
at least some of the search results ~~for each of the at least one preferred from the particular~~  
country, or arranging at least some of the search results ~~for each of the at least one preferred~~  
~~from the particular~~ country next to at least some of the search results [[for]] ~~from~~ at least one  
country other than the ~~at least one preferred particular~~ country prior to ~~presentation to the user~~  
presenting the search results.

58. (currently amended) A method according to Claim 42, further comprising:  
selecting ~~at least one less preferred a second~~ country that is different from the particular  
country.

59-60. (canceled).

61. (currently amended) A system implemented within a computing device,  
comprising:

a memory to store instructions for implementing:  
a parser receiving a search query request message and parsing at least one of  
terms or attributes from the search query request message to identify Web content  
provided from a plurality of search result countries;  
an indexer executing a search by evaluating the at least one of terms or attributes

against information maintained in a searchable data repository and generating search

results responsive to the executed search;

a country promoter determining at least one preferred identifying a particular country, comprising:

a country determiner evaluating characteristics of at least one of the search query request message [[or]] and characteristics of the search results, and selecting the at least one preferred particular country based on the evaluated interface characteristics and Internet protocol (IP) characteristics,

where the interface characteristics include information from the search query message and information from a user interface via which the search query message is received, and

where the IP characteristics include information associated with a location from which the search query message was sent; and

a country orderer determining an order for at least some of the search results among other ones of the search results based on whether the at least some of the search results are from the at least one preferred particular country; and a processor to execute the instructions in the memory a presenter presenting the search results in the determined order.

62-63. (canceled).

64. (currently amended) A system according to Claim 61, wherein where the search

results are generated in a ranked order, the system memory further comprising storing instructions for implementing:

a search result orderer ordering at least some of the search results ~~relative to the at least one preferred from the particular country by a predefined shifting factor, comprising at least one of demoting each search result from a country other than the at least one preferred particular country by the predefined shifting factor and promoting each search result from the at least one preferred particular country by at least one position, or promoting each search result from a country other than the at least one preferred particular country by the predefined shifting factor and demoting each search result from the at least one preferred particular country by at least one position.~~

65. (currently amended) A system according to Claim 64, ~~further comprising where:~~ the search result orderer adjusting adjusts the predefined shifting factor based on available context in the search query request message and the search results.

66. (currently amended) A system according to Claim 61, ~~wherein where~~ the search results are generated in a ranked order by numerical score, the system memory further comprising storing instructions for implementing:

[[the]] a search result orderer adjusting the numerical score of at least some of the search results by a predetermined weighting factor, comprising at least one of increasing the numerical score assigned to the search results from the ~~at least one preferred particular country and maintaining the numerical score assigned to the search results from a country other than the at~~

~~least one preferred particular country~~, or decreasing the numerical score assigned to the search results from the ~~at least one preferred particular country~~ and maintaining the numerical score assigned to the search results from a country other than the ~~at least one preferred particular country~~.

67. (currently amended) A system according to Claim 66, ~~further comprising where:~~ the search result orderer ~~adjusting adjusts~~ the predetermined weighting factor based on available context in the search query request message and the search results.

68. (previously presented) A system according to Claim 61, wherein the search query request message is HTTP-compliant.

69. (currently amended) A method, comprising:  
receiving a search query request message and parsing at least one of terms or attributes from the search query request message to identify Web content provided from a plurality of search result countries;  
executing a search by evaluating the at least one of terms or attributes against information maintained in a searchable data repository and generating search results responsive to the executed search;

determining ~~at least one preferred a particular~~ country, comprising:

evaluating characteristics of ~~at least one of~~ the search query request message [[or]] and characteristics of the search results; and

selecting the ~~at least one preferred particular~~ country based on ~~the evaluated interface characteristics and Internet protocol (IP) characteristics,~~  
where the interface characteristics include information from the search query message and information from a user interface via which the search query message is received, and  
where the IP characteristics include information associated with a location from which the search query message was sent;  
determining an order for the search results among other ones of the search results based on whether the search results are from the ~~at least one preferred particular~~ country; and  
presenting the search results in the determined order.

70-71. (canceled).

72. (currently amended) A method according to Claim 69, ~~wherein~~ where the search results are generated in a ranked order, the method further comprising:  
ordering at least some of the search results ~~relative to the at least one preferred from the particular country by a predefined shifting factor, comprising at least one of:~~  
~~demoting each search result from a country other than the at least one preferred particular country by the predefined shifting factor and promoting each search result from the at least one preferred particular country by at least one position; or~~  
~~promoting each search result from a country other than the at least one preferred particular country by the predefined shifting factor and demoting each search result from~~

the ~~at least one preferred particular~~ country by at least one position.

73. (original) A method according to Claim 72, further comprising:

adjusting the predefined shifting factor based on available context in the search query request message and the search results.

74. (currently amended) A method according to Claim 69, ~~wherein~~ where the search results are generated in a ranked order by numerical score, the method further comprising:

adjusting the numerical score of at least some of the search results by a predetermined weighting factor comprising at least one of:

increasing the numerical score assigned to the search results from the ~~at least one preferred particular~~ country and maintaining the numerical score assigned to the search results from a country other than the ~~at least one preferred particular~~ country; or

decreasing the numerical score assigned to the search results from the ~~at least one preferred particular~~ country and maintaining the numerical score assigned to the search results from a country other than the ~~at least one preferred particular~~ country.

75. (previously presented) A method according to Claim 74, further comprising:

adjusting the predetermined weighting factor based on available context in the search query request message and the search results.

76. (previously presented) A method according to Claim 69, wherein the search query

request message is HTTP-compliant.

77-78. (canceled).

79. (currently amended) A method comprising:

receiving a search query from a user;

executing performing a search, in response to a based on the search query, to generate  
identify a group search results;

ordering the group of search results to form a first ordered list of search results based on  
a degree of match with the search query;

determining identifying a preferred country for the group of search results based on  
interface characteristics of at least one of the search query and Internet protocol (IP)  
characteristics, or the search results

where the interface characteristics include information from the search query and  
information from a user interface via which the search query is received, and

where the IP characteristics include information associated with a location from  
which the search query was sent; and

reordering at least some of the search results based on the preferred country

determining whether each search result in the first ordered list of search results is from  
the identified country;

adjusting, for each of the search results that is from the identified country, a position of  
the search result within the first ordered list of search results to create a second ordered list of

search results, where the second ordered list of search results is different from the first ordered list of search results;

presenting the second ordered list of search results; and  
permitting the user to toggle between presentation of the first ordered list of search results and the second ordered list of search results.

80-89. (canceled).

90. (new) A computer-readable memory device comprising computer-executable instructions, comprising:

one or more instructions for receiving a search query via a user interface;  
one or more instructions for executing a search to generate search results from a plurality of countries;

one or more instructions for determining a particular country, comprising:

one or more instructions for evaluating characteristics of the search query and characteristics of the user interface, where the characteristics of the search query differ from the characteristics of the user interface; and

one or more instructions for selecting the particular country based on interface characteristics and Internet protocol (IP) characteristics,

where the interface characteristics include information from the search query and information from a user interface via which the search query is received, and

where the IP characteristics include information associated with a location from which the search query was sent;  
one or more instructions for ordering at least some of the search results among other ones of the search results based on whether the at least some of the search results are from the particular country; and  
one or more instructions for presenting the ordered search results.